WHAT IS CLAIMED IS:

- 1. A method of bleaching bran, comprising:
 treating bran with a hydrogen peroxide solution to produce lightened bran having fewer native flavor components, the bran derived from a cereal grain.
- 2. The method of claim 1 wherein the hydrogen peroxide solution has a pH of about 6 to 7, further including adding an aqueous alkaline solution to raise the pH of the bran and hydrogen peroxide solution to about 9 to 9.5 wherein the aqueous alkaline solution is added in amounts of about 10 to 15 parts (dry weight) of alkaline material per 100 parts grain.
- 3. The method of claim 2 wherein the hydrogen peroxide solution is an aqueous solution having a concentration of between about 6 and 40%, further wherein the hydrogen peroxide is added in amounts of about 1 to 20 parts of hydrogen peroxide to about 100 parts of bran.
- 4. The method of claim 3 wherein the hydrogen peroxide solution and alkaline solution are heated together with the bran at a temperature of about 80 to 90 °C for about 20 to 60 minutes.
- 5. The method of claim 3 wherein the hydrogen peroxide solution and alkaline solution are heated together with the bran under a pressure of about 103.4 to 138 kPA (15 to 20 psi) and a temperature of about 120 to 130 °C for about one (1) to five (5) minutes.

- 6. The method of claim 2 wherein the cereal grain is selected from the group consisting of wheat, rice, barley, corn (maize), oats, triticale, amaranth, soybeans and mixtures thereof.
- 7. The method of claim 6 wherein the cereal grain is red wheat or white wheat.
- 8. The method of claim 7 wherein the cereal grain is a soft winter white wheat that is milled to produce a light bran.
- 9. The method of claim 1 wherein the bran each have a particle size of at least about 100 microns.
- 10. The method of claim 1 further comprising:

 prior to bleaching, treating the bran with a chelating agent to remove transition metals to produce treated bran; and

blanching the treated bran to inactivate catalase and peroxidase enzymatic systems to produce blanched bran.

- 11. The method of claim 10 wherein the bran are treated with the chelating agent for about one (1) to 15 minutes at a temperature of about 70 to 90 °C.
- 12. The method of claim 10 wherein the chelating agent is selected from the group consisting of orthophosphate, metaphosphate, pyrophosphate, polyphosphate, calcium EDTA and sodium EDTA.
- 13. The method of claim 12 wherein the chelating agent is calcium EDTA or sodium EDTA in a concentration of between about 0.02 and 0.1%.

- 14. The method of claim 10 wherein the blanching step is performed at a temperature of between about 75 to 85 °C for about three (3) to ten (10) minutes, further wherein residual enzyme activity is below about 10 CIU/g bran following the blanching step.
- 15. The method of claim 10 further comprising: washing and rinsing the bran to produce wet bran; filtering the wet bran to produce filtered wet bran;

treating the filtered wet bran with catalase to remove residual hydrogen peroxide to produce treated filtered wet bran; and

drying the treated filtered wet bran to produce dried bleached bran having an L value on the Hunter scale of between about 82 and 93.

- 16. The method of claim 15 wherein there are at least two washing and rinsing steps, each followed by a filtering step, prior to the bleaching step and at least one washing and rinsing step followed by at least one filtering step after the bleaching step.
- 17. The method of claim 15 wherein between about 0.1 and 0.4% of catalase, by weight, of bran is added to the filtered bran at a temperature of about 60 °C, further wherein the hydrogen peroxide concentration is reduced to less than about five (5) PPM following catalase treatment.
- 18. A method for bleaching bran comprising treating wet bran with an oxidant in the presence of heat, the oxidant selected from the group consisting of hydrogen peroxide, ozone and peracetic acid.
- 19. The method of claim 18 wherein a combination of hydrogen peroxide and ozone bleaching is used.

20. A method of bleaching cereal grains, comprising:
treating bran with 0.02 to 0.1% EDTA to produce treated bran;
washing, rinsing and filtering the treated bran to produce filtered and treated bran:

blanching the filtered and treated bran at 75 to 85 °C for about three (3) to 10 minutes to produce blanched bran;

washing, rinsing and filtering the blanched bran to produce filtered and blanched bran;

adding a one (1) to 10% alkaline solution and 30 to 35% hydrogen peroxide solution to the filtered and blanched bran at a temperature of about 80 to 85 °C for about 4 to 5 minutes to produce bleached bran;

washing, rinsing and filtering the bleached bran to produce filtered and bleached bran;

adding about 0.14 to 0.4% of catalase, obtain from a fungi called *Aspergillus* nigers at a temperature of between about 55 to 65 °C to the filtered and bleached bran to produce re-catalased bleached bran; and

drying the re-catalased bleached bran in a drum dryer to produce dried bleached bran having about five (5) to 13 g of water per 100 g of dry bran and an L value of at least about 75.

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A bleached bran product suitable for admixing with whole wheat flour to produce white whole wheat flour having an L value on the Hunter scale of at least about 82.

AN UNIT

- 22. The product of claim 21 wherein about five (5)% bran, by weight, is added to the whole wheat flour.
- 23. The product of claim 21 having an L value of between about 82 and 93.

- 24. The product of claim 21 having a water absorption value about six times higher than native bran.
- 25. The product of claim 21 wherein native flavor components are reduced or deactivated.
- 26. The product of claim 21 having an antioxidant activity about 15 to 35% higher than native bran.
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- 27. The product of claim 26 wherein the antioxidant activity is increased due to increased availability of ferulic acid.
 - 28. A product prepared according to the process of claim 1.
 - 29. A product prepared according to the process of claim 18.
 - 30. A product prepared according to the process of claim 20.
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- 31. A whole wheat flour prepared from peroxide-bleached bran, the whole wheat flour having an L value on the Hunter scale of about and a dietary fiber content of about 10 to 12%.
- 32. The whole wheat flour of claim 31 substantially free of hydrogen peroxide.
- 33. The whole wheat flour of claim 32 prepared from soft white wheat or hard white wheat.
- 34. The whole wheat flour of claim 33 prepared from light bran.

- 35. The whole wheat flour of claim 33 having a pH of about 6.3 to 6.7.
- 36. A finished baked good prepared from the whole wheat flour of claim 31.
- 37. The whole wheat flour of claim 31 admixed with sugar, salt, and leavening.
- 38. A bleached bran product suitable for use as an additive in foods.
- 39. The bleached bran product of claim 37 wherein the product is added to foods selected from the group consisting of dry mixes, ready-to-eat cereals and soy.
- 40. A refrigerated uncooked or bakeable dough product comprising bleached bran.
- 41. A ready-to-eat cereal comprising bleached bran.
- 42. A cooked cereal dough comprising bleached bran.

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